

"The Original Online ST Magazine"

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Post Office Box 6672  
Jacksonville, Florida  
32205 ~ 6672

Voice: 904-783-3319 10 AM - 4 PM EDT  
BBS: 904-786-4176 12-24-96 HST  
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-----\*\*\* MYSTERY CLOUDS THE RELEASE OF THE LYNX \*\*\*-----  
 --==\*\* PREFERRED DEALERS TO SELL PORTFOLIO \*\*==--

AVAILABLE ON:        COMP-U-SERVE    ~    DELPHI    ~    GENIE    ~    BIX

> The Editor's Podiumâ ¢

With WAACE right around the corner, perhaps Atari will have good news for the users pertaining to the (a) exchange program's extraordinarily high prices, (b) about the delivery dates of the STE, Lynx and the Stacy. The rumor mill is in high gear and going in many different directions. Atari must bring out some REAL news and forego this silence non sense.

Here we are, coming up on the holiday season and what do we see? The

big push is on in the business and high dollar publications, ie; Airline magazines, Wall Street Journal etc., but ONLY for the Portfolio. That's all well and good but... what about the Lynx? And the Mega what is in the future for the Mega series? Why are volume dealers dropping like flies? Example, two in Manhattan in less than 60 days! One can purchase a Mega there for closeout prices, if any are left. The major complaint appears to be a lack of co-operation on the part of Atari coupled with a "we don't care about you attitude". Come on Atari, wake up... There simply must be some serious attitude adjustments made in Sunnyvale and fast. The direct deal on the Portfolio may have been neccessary, but is passing on certain dealers in the best interests of Atari? Surely, Atari is not going to play favorites and allow other dealers to go without. Granted, the Portfolio will increase Atari's name recognition, but will this added recognition aid or hurt computer sales and Atari's chances at being taken seriously in the computer marketplace.

This, the last quarter of 1989, will either prove or disprove the overall reliability of Atari's plans and promises. Especially when it comes to keeping the release dates of the new gear relatively on time. Smart money sez Stacy won't be until next year sometime... the STE well, we will wait and see on this, the so-called Amiga Killer. Seems CBM has some pretty slick plans of their own. Again, smart money sez BOTH Apple and CBM will flat outdo Atari on all fronts for this holiday season as in the past. We certainly would appreciate seeing the opposite, but in refecting on the statements made by Sam Tramiel in the most recent online conference and looking at what has actually come to pass... well, you can draw your own conclusions. It would appear we are heading back to the mushroom patch again.

Thanks for your support!  
Ralph...

"ATARI IS BACK?"

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:HOW TO GET YOUR OWN GENIE ACCOUNT:

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To sign up for GENie service: Call: (with modem) 800-638-8369.

Upon connection type HHH (RETURN after that).

Wait for the U#= prompt.

Type XJM11877,GENie and hit RETURN.

The system will prompt you for your information.

THE GENIE ATARI ST ROUNDTABLE - AN OVERVIEW

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The Roundtable is an area of GENie specifically set aside for owners and users of Atari ST computers, although all are welcome to participate.

There are three main sections to the Roundtable: the Bulletin Board, the Software Library and the Real Time Conference area.

The Bulletin Board contains messages from Roundtable members on a variety of Topics, organized under several Categories. These messages are all Open and available for all to read (GENie Mail should be used for private messages).

If you have a question, comment, hot rumor or an answer to someone else's question, the Bulletin Board is the place to share it.

The Software Library is where we keep the Public Domain software files that are available to all Roundtable members. You can 'download' any of these files to your own computer system by using a Terminal Program which uses the 'XMODEM' file-transfer method. You can also share your favorite Public Domain programs and files with other Roundtable members by 'uploading' them to the Software Library. Uploading on GENie is FREE, so you are encouraged to participate and help your Roundtable grow.

The Real Time Conference is an area where two or more Roundtable members may get together and 'talk' in 'real-time'. You can participate in organized conferences with special guests, drop in on our weekly Open Conference, or simply join in on an impromptu chat session. Unlike posting messages or Mail for other members to read at some later time, everyone in the Conference area can see what you type immediately, and can respond to you right away, in an 'electronic conversation'.

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> CPU REPORTâ €

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Issue # 33

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by Michael Arthur

Remember When....

In 1984, when the Mac was first introduced, there was little support for terminal programs, with only a faulty low-level serial driver in the Mac's 64K ROMs to aid in development, and when a CompuServe user named Dennis Brothers gained renown for writing the first Mac terminal program, called MACTEP, to show the Mac world how to interface a Mac with a modem?

CPU INSIGHTSâ €

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Atari's Future: The Fate of the Year of the Atari ST

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In the history of the computer industry, many a company has ventured its fortunes upon a certain product or innovation which showed the promise of providing potential, with superb virtues not yet realized in a certain

aspect of the industry. However, due to the market's competitive nature, many of these products and companies now belong to the ages, each a reminder of some great truth unrealized by its protagonist(s). In the microcomputer industry there are many examples of this occurring, with as many causes. Often, one can find where obsolescence, greed, or unwise actions caused a product like Visicalc, Wordstar, or CP/M to become only a memory. But often one finds that, while in hindsight, the causes of these products' demise were quite avoidable, there was little warning at the time....

However, a few other products and innovations survived the computer industry's unrelenting nature, causing them, and their protagonists to be recognized, accepted, and even praised for a time. As in the previous cases, there are also similarities in these successes. Interestingly enough, these similarities do NOT necessarily include great capabilities, potential, or present popularity. In fact, among the best cases, such as Microsoft, Apple, and even IBM, success has depended more on the ability to best fit an unoccupied, though important niche in the industry. In order for a product to do this, great capabilities and potential ARE necessary, but even more important are good public knowledge and opinion about the product, providing for all aspects of demand for the product, and the ability to act quickly in meeting the needs of the product's Userbase. These requirements are often most difficult when a computer company wishes to make parts of its computer line a success....

In all of this, Atari Corporation could be considered a paradox in the microcomputer industry. Once, in its first incarnation, Atari's success was claimed by a product called the 2600. Nolan Bushnell, this product's protagonist, then sold Atari to Warner Brothers, where it became a billion dollar success, partly due to a person named Jay Miner. But how is this a paradox, you may ask. At this time, all of this was typical of Silicon Valley success stories. However, this was also the time where Atari was to stray from the beaten path....

Due to ignorance, greed, and other things which have destroyed other computer companies in the past, Atari fell from the heights of greatness to utter bankruptcy. Interestingly enough, Jack Tramiel, the protagonist of the company that ensured Atari's downfall, snatched the company from the jaws of defeat, and staked its comeback on a new product called the Atari ST. And while the Atari ST met all of the qualities of a success, and Jack Tramiel had proven himself a very competent businessman in the past, a great obstacle before Atari was the fact that VERY few major computer companies had ever again become a success after they had fallen from the race. But as time went on, Atari Corporation began to disprove this stigma, by first rebuilding Atari's reputation, and then making the Atari ST a success worldwide....

But then, the stigma began a counter-offensive....

Suddenly, within a year's time, Atari went from making the ST a growing standard in Europe and the US, as well as posing a deadly threat to Mac/IBM supremacy, to buying Federated, a chain of 65 bankrupt stores in the American Southwest, for 65 million dollars, eventually posting a loss of over \$125 million dollars, and almost ruining the gains the ST had made in the US while it increased its foothold in Europe. But perhaps the most drastic change was that Atari's Userbase, once fanatical in its support for the ST, holding almost unyielding devotion to Atari, was alienated to the extent that its spirit was, if not broken completely,

VERY much disillusioned....

In 1989, realizing that all of Atari's gains may soon become forever lost, Sam Tramiel endeavored to undertake a daring campaign of both recapturing the gains the Atari ST had made earlier, therefore restoring much of the Atari Userbase's earlier devotion, and to set the stage for Atari's products to become standards wherever they reached. However, as we all know, engineering the resurgence of Atari was to be a FAR greater task than he had expected, as Sam's earlier goal of setting this into motion by Early Summer was not to be met. But even news of Atari's new directions heartened the Atari Userbase, as anticipation for the future helped both its spirit, and Sam's Cause. Now, as September arrives, Sam's plans are near fruition, as the resurgence of Atari is said to be mere weeks in occurring. And now, as the Decade of the Microcomputer draws to a close, the time for Atari's resurgence is running out. Therefore, this Essay has been written, to serve a dual purpose: To serve as an aide, however flawed, in helping Atari to have the foresight necessary to fulfill Sam's Cause. And, if Sam Tramiel's cause does not show signs of succeeding by Early 1990, to serve as a final epitaph for a paradox of the computer industry....

#### A Treatise on the Concept of a National ST Developer's Association

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When the Macintosh came out in 1984, oddly enough, it wasn't that popular, as not many people recognized the new innovations that it had, and as there was little software to show the world its capabilities. To compound this, the Mac's operating system and ROM Toolbox were difficult to program for, and as software developers struggled to make applications for it, the Mac's future looked grim indeed. Recognizing this, Apple started working closely with their software developers, paying attention to their needs, addressing their problems, and providing what is possibly the best Developer Support a single computer has ever known.

As a result, many software companies started to make Mac software, causing key products like Microsoft Excel, Pagemaker, and Hypercard to make the Macintosh an emerging standard, with loyal developers more than willing to help continue that growth. Also, the cooperation between developers enabled Apple to develop innovations for the Macintosh much faster than usual, further contributing to the Mac's success.

When the Atari ST first came out, the Macintosh's innovations were beginning to be recognized, and there was much praise and appreciation for its speed, versatility, and potential. Some even called it the successor to the Macintosh, as it combined all of the Mac's features with many that the Mac didn't have then, such as color, sound, and a MIDI interface.

There was, of course, a great demand for the ST's. Especially in Europe, where the ST quickly became the top selling computer, and an emerging standard. One of the things that made the ST so popular back then is that it wasn't as difficult to develop powerful software for as the Macintosh had been. But, as in all new systems, programmers did have a rough time fully utilizing the ST's features, and Developer Support became as necessary as ever. In the beginning, Atari began to support them VERY well, both with the Developer's Kit, and with the online network of support found in services like CompuServe and GENie. And as developers began to flock to the ST, Atari's future looked bright indeed.

However, as Atari's fortunes plummeted in 1988, the Developer Support network that Atari had setup began to fall apart. Soon its state was so awful that ST Developers began to complain loudly that Atari's Developer Support was so faulty that its benefits seemed to end once they got the ST Developer's Kit. As this situation worsened, things became VERY rough for ST Software Companies, many of whom either had to make products for other computers, or leave the ST world altogether. This further helped worsen Atari's decline. It is obvious then, how Sam Tramiel's commitment to restoring the Atari ST's good fortunes were to ST Developers like water to a man in the desert....

But as Sam Tramiel's efforts continued, it became apparent that Atari, committed to many other aspects of its resurgence, didn't have the manpower or resources to truly revive ST Developer Support. With Atari's Support beginning to falter, many ST Developers are now looking outward for assistance. I submit that they should look inward, to the greatest resource that ST Developers, ultimately, depend on: Themselves....

Hence, the concept of a...

#### "NATIONAL ATARI ST DEVELOPERS' ASSOCIATION"

If the collective genius we define as Atari ST Developers were to form an independent association dedicated to providing any support needed by any and all ST Developers, then many vital needs of both Atari and the ST Developer Community would be met:

- ST Developers would have an independent source from which to obtain constant, reliable, and vital information about any aspect of Atari's products, much of which only experienced ST Developers could articulate.
- ST Developers could have a powerful organization to represent them with Atari. Developers would have a much better ability to voice their demands and wishes to Atari if such an organization existed.
- Atari would have a VERY good (free) resource through which to handle general Developer Support needs, so it can concentrate on providing specific, one-on-one, private assistance to Developers for specific, or necessarily secret aspects of their projects.

#### Implementation and Goals of an ST Developers Association

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The goals of a National ST Developers' Association would be to:

- 1) PROVIDE A DATABASE OF INFORMATION ON ALL ASPECTS OF ATARI COMPUTERS FOR NEW DEVELOPERS TO DRAW ON

One main complaint that current ST Developers have against Atari is that their level of support stops at the Developers' Kit. While this is hopefully not the case, it indicates that new developers often do not get the type of necessary info on the ST, both on the ST's schematics, which are necessary for most hardware products, and in the special ways that the

various functions and features of TOS can be used, that they often require for developing innovative products for the ST.

An ST Developers Association would be a self-sufficient arena through which ST Developers themselves would constitute a network of programmers providing the type of support, guidance, and expertise to newcomers in the ST Developer Community, that, in many cases, only independent, experienced programmers themselves could provide. For example, while Atari would be able to solve some problems that Developers may have, only a programmer experienced in the various aspects of ST/TT/ATW programming may be able to provide the info necessary for a programmer's specific need. And an Atari ST Developer's Association would have the best capability of helping these developers, who would otherwise have to "reinvent the wheel, get in touch with other Developers who could best help them.

Also, an Atari ST Developer's Association (or ASTDA, for short) could help convince companies who currently develop hardware and software for other computers, such as Borland and Electronic Arts, that making ST Software would be profitable for them....

2) SERVE AS AN ORGANIZATION FOR ESTABLISHING APPLICATION STANDARDS,  
AND IN ORGANIZING DEVELOPERS FOR IMPORTANT PROJECTS

An ASTDA would serve as a very good forum for ST/TT/ATW Developers to establish unifying standards for applications. For example, an ASTDA could help Developers certify standard file formats for ST DTP applications, designate certain rules and protocols for ST Applications to be capable of running on Local Area Networks (which would help both ST Software makers and ST LAN Vendors), or many other areas where cooperation would better help the advancement of ST Software than healthy competition....

Also, some ST Developers have said that an ASTDA would be an ideal place for ST Developers to organize, in order to perform collectively projects which any one ST Developer could not hope of doing. For example, some Developers have suggested that an ASTDA could develop a "SuperTOS", combining the graphics efficiency of a Turbo ST, the user-friendliness of a NeoDesk, the Multitasking TOS Kernel and interprocess communications facilities of an MT C-Shell or Micro RTX, and the TOS Enhancement skills of a CodeHead product. After developing "SuperTOS", an ASTDA could either sell it like any other application, license it to Atari for a fortune, or do other things to finance its becoming a more "traditional" organization.

In fact, members of an ASTDA could organize in an effort to totally cripple ST Software Piracy, make ST GEM applications more GEM-compliant, or any of a number of things which would help both Atari and the state of the Atari ST....

3) ACT AS AN INTERMEDIARY, IN ORDER TO BOTH BE A RESOURCE FOR ATARI  
TO DISTRIBUTE GENERAL DEVELOPER INFO, AND TO BE A LIASON BETWEEN ATARI  
AND THE DEVELOPERS

One of the complaints about Atari's Developer Support system is that it gives out vital information in only one place (like the TT's specs in Germany), instead of trying to give the information to all ST Developers, wherever they may be. While this is a valid complaint, it is also valid that Atari may not have a large enough Developer Support system to achieve such an objective. An Atari ST Developers' Association could EASILY help

alleviate much of the load currently on Atari's Dev Support system by serving as a way for Atari to disseminate general information pertaining or vital to ST/TT/ATW Developers, such as hardware specs for an Atari computer, or update information on GDOS functions.

Combined with Atari's normal methods, this would not only help Atari reach more Developers than it would otherwise, but Atari could then use its Developer Support resources where they are best suited: Providing one-on-one assistance to Developers for specific aspects of their projects which need to be confidential. Atari's Dev Support system could serve this purpose perfectly, as all ST Developers often need support and information for difficult parts of their program, which often HAVE to be kept secret in order for that application to be a success. For example, while any developer could harmlessly ask an ASTDA for info on how to access GDOS, a programmer working on a Spectrum 4096 for the Atari STE would want to keep some things secret. In fact, the commitment that such support may entail would, in itself, be a gesture of goodwill towards ST Developers, for which it could prove necessary while developing a ground-breaking or revolutionary application.

#### Implementing an Atari ST Developers Association

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Since most ST Software Developers don't have the time or resources to organize such an Association in person, but often use Online Services like GENie, CompuServe, or Usenet to meet, the logical way for an ASTDA to be formed is for a Real-Time Conference to be scheduled in a place like GENie, where the bulk of interested ST Developers could work together in forming an ST Developer's Association, discussing the details of its operation, and setting the stage for later Real-Time Conferences to hammer out all of the various aspects of a Developer's Association, including a set of guidelines and rules, getting ST Developers who would be able to serve as the Organizational heads of the association, and establishing areas to represent the Atari ST Developer's Association on CompuServe, GENie, Usenet, or any other place where a large number of ST Developers would meet regularly.

However, it shouldn't be too much to hope that two things will be held sacred by any such endeavor: One is that the ASTDA be democratic in its decision-making, in order that bureaucracy, political infighting, and other undesirable dealings may be avoided. The other is that a National ST Developers' Conference be held every year, so all members of an ASTDA can meet in person, in order to tackle important or vital issues in a more suitable arena. A VERY good place for such a Convention would be at an AtariFest, or 2 - 3 days after a Spring or Winter Comdex, since a lot of ST Developers normally go to such events anyway, and would only suffer a minor inconvenience if they stayed a few more days to participate in such an event. An Atari ST Developers' Association would serve many useful purposes, not only to ST Developers themselves, but to Atari Corporation as well. In fact, such an organization would truly be revolutionary, in that it would show a sign of sincere unity which is often lacking in the computer industry....

In Part I, this essay dealt with the necessity of, and issues surrounding the formation of an independent National ST Developers' Association. In another segment, Atari's policies and probable strategies will be discussed, in order to both determine what they may be, and what they should be....



Ponder, if you will, these questions:

- 1) Even if Atari implemented near-perfect strategies in its commitment to make the ST the standard in the low-end of the US Market, how long would it take for the US ST Userbase to appreciate any actions by Atari?
- 2) What directions should Atari take with the ST, TT, and EST?
- 3) How would Atari's Developer Support system change if an independent ST Developers Association was formed?

CPU REPORT CONFIDENTIALâ €  
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San Francisco, CA  
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In an interesting show of unity, Apple and Microsoft have announced that they will introduce PMScript, a clone of Adobe's Postscript page description language, at the Seybold Computer Publishing Conference. Apple will be licensing PMScript from Bauer Enterprises, its developer, for use in its LaserWriter printers.

Given Microsoft's support of this attempt to demolish Adobe's dominance of the DTP industry, and given that PMScript will probably be licensed to many of the vendors now selling Postscript-compatible printers, if PMScript is a quality product, it may mean the virtual end of Adobe Systems. However, given that IBM, DEC, and even the OSF are showing interest in Display Postscript....

Cupertino, CA  
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Apple is in the process of introducing their line of Macintosh Laptops, as well as the Macintosh IIci, a 25 MHZ Mac, for Late September. The basic model of the Mac Laptop, using an 8 MHZ 68000, will have a 40 Meg Hard Drive, 1 Meg of SIMM RAM, and 256K Mac ROMs, while the high-end model will have up to 4 Megs of RAM and an 80 Meg Hard Disk. All models will have a Mac SE expansion slot, and run about 6-8 hours without recharging. Cost: \$3500.00 for the Basic Laptop, and around \$6500.00 for the High-End model.

The Macintosh IIci, a 25 MHZ version of the Macintosh IIX, will come with 6 NuBus Expansion Slots, and will have a VLSI video controller chip capable of providing 8-Bit Color as standard. Cost: Around \$10,000....

New York, NY  
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David and Gregory Chudnovsky, the same Columbia University Professors who set a record for calculating the mathematical constant PI to 480 million places, have reset their own record. Using an algorithm designed for use in IBM's new Scratchpad math computation system (using an IBM 3090 supercomputer), they have figured PI to a number over 1 billion places

large. Interestingly enough, since they used their old calculations of PI (instead of starting from scratch) to achieve this in 3 months, the Chudnovsky brothers may be setting a new record by Christmas....

Fremont, CA  
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NeXT Inc. has recently announced that it is shipping Version 1.0 of the NeXT Operating System. Also, it seems that NeXT is developing a 68040-based upgrade of the NeXT System's motherboard, for release as early as the First Quarter of 1990....

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> BLOODWYCH STR Reviewâ ¢ Double Your Pleasure! Double your Fun!  
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Bloodwych = 2 X Dungeon Master  
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by Bill Pike (PAC)  
review copy loaned by IB Computers

The stage is set by a evil magician banishing the good magicians to the astral plane and getting ready to take over the world. Your task, and you better accept it, is to find each of the crystals of power and use them to destroy the evil magician. Know you that the good magicians are with you, abet from the astral plane.

The graphics are excellent and the animations are very good and almost as complex as with DungenMaster from FTL. The game is a little less complex, but not much (you do need to give up a little for having two players). You still have locked doors, secret doors, traps, treasure, food, equipment, monsters, ect.

The program plays much like DungenMaster from FTL with a few exceptions. #1 You and your friend can play two different parties with different characters in either the same or different areas of the dungeon at the same time with no loss of speed. The game can also be played with one player. #2 You don't have to experiment to ferret out the spells for the magic users in the party. #3 All players can use magic to varying degrees of success. #4 You start out with one character and you find the rest with-in the dungeon. #5 A major part of the quest is interacting with non-player characters ie: buying/selling, recruiting other characters, praising, boasting, lying, and so forth. #6 You also have the option of replacing deceased characters from those you meet, if you can persuade them to join your party rather than attacking it. #7 Did I say you, can and should save the game from time to time? Well you can and should!

If you are playing the game in the ONE player mode I would suggest using the mouse for objects and the cursor keys for movement, even though this doesn't allow for stepping diagonally forward. If you are in the TWO player mode you will be forced to use joysticks, this makes things a little harder. In the TWO player mode each player starts in a different area of the dungeon and they move independently of each other, eventually you could run into each other. Is the party ahead controlled by the computer or is it your friend's? This makes for some interesting interactions, do you battle, join forces, make alliances, buy/sell equipment, pool information and/or resources or go your separate ways.

The spells use MANA from each character depending on how much power the spell uses and how much extra power is put into the spell. You recover MANA by not being in combat (slow) or resting (fast). As each character, in your party, gains experience and the party stops to sleep, the SPELL FAIRY appears and will sell each member a new spell( no money = no spell). There are basically four classes of characters, each with the spells that it does best, however any character may use any type spell. It does come in handy to write down the spells each character has as they get them. You can also put as much power in the spell as you have MANA for, above a minimum level for the spell. You don't have to mix potions to make the spells, they are in your spell book. Also you may use each spell you have as many times as you have MANA for, you don't loose the spell by using it.

You have the option of selecting your basic character from a roster of characters. You also have the option of a quick entry that gives you a fairly well equipped basic character. Once you are in the dungeon you will meet other characters. You need to talk to them and then, if you wish, you can try buying items or recruiting them to join your party. You may also find the need to release a member of the party in order to recruit a member that fits the party makeup better. But don't do this to much as the other recruits opinion of you will lower. Also be sure to praise your recruits when they do good. Also make sure you rest enough. If you don't, sure as chopping, you are going to run into a set of nastys that will make you wish you had. You should also keep everyone well fed and watered for obvious reasons.

People say that good things come in small packages, in this case they are right. Bloodwych from Image Works comes in a small package both physically and on a single disk. The documentation comes in English, German, Italian, Spanish and is quite well written, even I could understand it. The cost is a little heavy at appox. \$50, however the price is well worth it. I feel that this game will become as popular as DungeonMaster from FTL, if not more so. Besides if your youngster is giving you a bad time you can cream him at his own game. Ha! Ha!

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#### BLOODWYCH CHARACTER PROFILES

SPADES - Fighters  
HEARTS - Adventurers

CLUBS - Mages  
DIAMONDS- Archers

NAME	ARMOUR	SP	ST	IN	HP	AG	CH	Spells Known
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STERNAXE	8	8	34	16	35	23	11	BEGUILE
LION	8	7	34	14	32	26	13	MISSILE {FIGHTERS}
SLAEMORE	7	7	34	15	37	21	13	DEFLECT
STONEMAIDEN	5	6	35	13	35	17	13	ARMOUR
DARKHEART	10	23	19	38	18	23	14	TERROR/DEFLECT{MAGES}
RUNECASTER	10	21	19	35	16	22	20	MISSILE/MAGELOCK
MOONWYCH	10	22	16	36	17	24	17	BEGUILE/CONFUSE
MANTRIC	10	19	18	31	17	23	19	ARMOUR/PARALYZE
ELEANOR	9	9	24	19	24	19	35	MAGELOCK
BALDRIC	9	9	24	18	25	19	39	BEGUILE
SETHRA	7	10	23	21	24	18	36	ARMOUR {ADVENTURERS}
HENGIST	9	11	25	23	26	20	35	DEFLECT
ROSANNE	10	7	16	14	24	32	18	CONFUSE
ELFRIC	10	9	16	19	23	31	18	PARALYZE
MR. FLAY	6	10	13	20	20	32	11	TERROR {ARCHERS}
THAI CHANG	9	8	18	16	22	36	15	MISSILE {ASSASSINS}

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> Expectations     STR FOCUSâ ¢  
 A serious view of current Atari events..  
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Expectations...  
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by Jim Jenkins

Every one of us has expectations of the firms we do business with. Since each of us is different, it is only natural to assume there are as many different expectations as there are customers. Consumer oriented firms must respond to RATIONAL expectations in a reasonable manner, otherwise, we will take our business elsewhere.

Recently, while discussing expectations about a certain firm, I found myself on the defensive. I accused my friend of irrational expectations, demands and attitudes about the company. And then I began to think about it...

What should you expect from "the company?"

Expect self-preservation. Policy and procedures must be made to preserve the corporate body. Failure to do so means they will not exist when you need them. If you want them to be there for you, then expect them to make policies and procedures which will insure they will. And, you must "be there for them."

Expect the company to make a "normal" profit. Failure to make a normal profit contradicts the first expectation. A company does not attract or retain shareholders unless it makes a reasonable profit. Every organization has profit centers and cost centers. The myopic view eliminates "cost centers" and creates "profit centers" which maximize profits by charging "what the traffic will bear." Losses occur, especially in service centers, but these losses are normally balanced by an allowance in the normal mark-up. The necessary mark-up on products must include other costs such as marketing, warranty service, and research and development. So, if you want the company to make a normal profit, you must be willing to pay for my expectations.

Expect a professional attitude from the board of directors and that the same attitude will permeate the entire organization. Professional attitude is a combination of understanding the products and the goals of the company, and consistent attempts to satisfy the needs of the customer. If you expect the "company" to display a professional attitude, you must be willing to act professionally. Part of this professional attitude is mutual respect. Any firm must respect to its customer base. (And its dealer base.) Respect does not mean unwise policies biased toward the customer. Respect does mean a responsible attempt by the company to meet the needs of the customers (and dealers) in light of self-preservation and normal profits. It is not callous attitudes toward these persons. Respect is based on trust and information.

Expect credibility in a company. The company must release reliable information to meet the needs of the consumer, and the consumer must not encourage rumor by stating opinion and half-truth as if it is fact. Press releases and news conferences must not be a source of disinformation. Constant delays and announcements for products which never reach the market destroy confidence.

Expect research and product development. Technology which stands still is destined for obscurity. Product revisions must be made available to the installed customer base, but only within the limits established by these other expectations. New products and innovations which cannot be classed as revisions must also be developed. Upward compatibility is desirable in new products, but if you must change, don't abandon your older products. Since you want both revisions and innovations, you must be prepared to buy both.

These expectations are reasonable. Any firm which ignores these points is destined to fail. Often it is difficult to make observations which are neither biased nor emotional. Perhaps by applying these expectations to our observations we can better understand what is taking place.

Why don't you advertise more? The most powerful form of advertising today is the television. The media executives realize this, and charge accordingly. An advertising campaign must either be massive or consistent. National rates for "prime" advertising spots are so high that millions of dollars must be spent to achieve recognition. If a two million

dollar advertising campaign is implemented, then two million dollars must be added to the cost of the products. Raising prices is a difficult task, especially if you are trying to be a price leader. And advertising more will mean raising prices. Since an efficient company will operate at lowest possible production cost, selling more does not increase profit margin, just total revenues. When we ask for more advertising, aren't we asking for higher prices?

Why do you constantly announce products which you don't deliver? Research and development can carry technology beyond the capability to deliver at a reasonable cost. Proto-typing is expensive, but manufacturing something that will not sell is even more expensive. Because a production line requires a minimum quantity be manufactured a market must exist before a product is made. Product announcements, industry wide, are made to help establish initial production requirements. If the survey indicates the product will not be successful, then the product is shelved, and only the R&D cost for proto-typing is lost.

Why can't you offer trade-in upgrades to newer products? Anybody can offer a trade, but if we accept these expectations, the company must break even (make a normal profit) on the trade. Depreciation and obsolescence must be accounted for, as should be the value derived from your use of the product. Subtract about 30% from a realistic purchase price for used equipment, and you have the approximate trade value against suggested RETAIL price. Dealers may offer trades, but VERY FEW manufacturers do. Trade value varies according to what you buy and "what you pay" for the new merchandise. If we ask manufactures to offer us direct trade-ins, are we going to be happy with their offer? I doubt it. And, will we be satisfied when you local dealer invites you to get your service directly from the manufacturer?

And now, I leave you to evaluate "the company"

About the author; Jim Jenkins

Partner, Jenkins' Computer Store  
Atari and IBM Compatables  
9348 Dyer St.  
El Paso, TX 79924  
(915) 751-6938

Instructor, Computer Information Systems  
Univ of Texas at El Paso  
Management Department  
El Paso, TX 79902

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> DEVELOPER IRKED! STR SOUND OFFâ € Yet another Developer sees the 'light'  
=====

I think a CERTAIN person should find a new line of work! Since he seems to HATE his current job, it appears to be more of a contest to pi\*\* off third party vendors than to take pride in designing a really bang up system. Frankly, I love this work and I love designing electronics/SW, it is foreign to me how anyone could go through life doing something he hates so much. It would be like me trying to earn a living driving in Boston; I would hate it so much I would spend my day scheming to screw other drivers over rather than concentrating on doing a good job driving and taking pride in what I do.

You know who you are... RETIRE!

Editor Note;

This editor has, for some time, observed pretty much the same as described above. The difference being, our experiences and observations have been more of a first hand nature. We nicknamed the person alluded to in the above passage "The CHEF" and rightfully so. He proudly recommends his favorite culinary delight to all his "friends".

---

> Atari Stock ~ STReportâ ¢ Ah yes, the sweet smell of new money...  
 =====

THE TICKERTAPE  
 =====

by Glenn Gorman

Atari Stock rose 1/4 of a point on Monday, up 1 1/4 on Tuesday. On Wednesday it dropped 7/8 and rose 1/2 on Thursday. Finishing up the week at 12 points. Up 1 1/8 points from our last report.

+-----+   ATARI STOCK WATCH     Week 09-11 to 09-15   +-----+						
Monday	Tuesday	Wednesday	Thursday	Friday		
Sales	6279	13505	13243	4827	2124	

Last	11 1/8	12 3/8	11 1/2	12 ---	12 ---
Chg.	+ 1/4	+1 1/4	- 7/8	+ 1/2	-----
From > THE CAVE ST BBS <> 609-882-9195 <> 300/14400 HST <> F-NET #351					

> PC SPEED! STR Spotlightâ € Michtron's NEW and shipping, PC Emulator!  
=====

### PC Speed =====

Run programs written for the IBM PC on your Atari ST at the speed they were intended!

Almost everyone knows of the ST's ability to imitate other computers like the Macintosh and IBM PC's, but the common complaint has been the grindingly slow speed of software emulation.

Well, wait no more!

PC Speed gives every ST the ability to emulate an IBM PC through hardware, not software, offering a fantastic increase in speed!

PC Speed runs with a Norton factor of 4, which is 33% faster than the advertised Norton factor of 3 of PC Ditto II. In the real world, this means that PC Speed is nearly 3 times faster than an IBM XT, comparable to an IBM AT.

\* Best of all, we are ready to ship to you now! \*

The affordable cost will amaze you. You can have two computers, an Atari ST and an IBM PC Compatible computer, for slightly more than the cost of your ST. Convert your 520, 1040, Mega 2 or Mega 4 computer into a state of the art multi-processor computer.

PC Speed runs on a monochrome monitor, imitating Hercules graphics, or use your color monitor to imitate a CGA system.

Since PC Speed is hardware, it requires some installation. While the installation is not difficult, the ST must be opened and some soldering is required. A person with some knowledge of the internal environment of the ST could install PC Speed in about 10-15 minutes.

It simply "piggy-backs" onto the ST's 68000 microprocessor.

Technical Specifications



:PC Speed:

=====

uses the NEC V30, 8 Mhz Microprocessor, Zero Wait State

runs at a Norton SI Rating of 4.0

supports Monochrome and Color Monitors with IBM Hercules and CGA graphic emulation.

can be used with any ST (520, 1040, Mega 2 or Mega 4).

supports all Hard Disks that use the ST's DMA Port and the Atari Hard Disk Driver.

supports external drives (both 3 1/2 and 5 1/4 inch).

supports the Serial Port at up to 2400 Baud.

fully supports the Parallel Port.

allows access of up to 704K of RAM.

:Memory Location:

=====

0h-3FFFFh for a 520ST (256K of DOS memory)

0h-AFFFFh for a 1040 ST or Mega (704K of DOS memory)

B0000h-BFFFFh CGA-HGC Screen Memory

C0000h-CFFFFh 64K of free memory for machines with one megabyte (or more) memory.

PC Speed runs as fast as an IBM AT, and four times faster than an IBM XT (running at 4.77 Mhz). This means you have an Atari ST and a very fast IBM compatible computer, capable of running MS-DOS Software at the speed it was intended to run.

The MS-DOS system can be saved on a Hard disk partition, and PC Speed can be booted from this partition.

:The following floppy disk formats are supported:

-----

180KB	40 Tracks	Single-Sided
360KB	40 Tracks	Double-Sided
360KB	80 Tracks	Single-Sided
720KB	80 Tracks	Double-Sided

Software Updates:

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Periodically, software updates will become available. The following improvements are being developed and will be released in the near future:

EGA Monochrome Emulation

Atari SLM 804 Laserprinter support  
Support of the Midi Port  
Extended Memory Driver for Mega computers  
Connection of an External PC keyboard via the Midi Port  
8087 emulation with the 68881 Math Co-processor  
Fast CPM 8080 Emulation

PC Speed  
=====

Available NOW for only \$399.95!!

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To place your order;

Call MichTron at: (313) 334-5700  
Please use Mastercard or Visa.  
Prepaid orders filled first.

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> TT in the UK! STR Spotlightâ € The "TT" is announced in the UK.  
=====

ATARI UK ANNOUNCES A FULL TT SERIES;

According to Bob Gleadow, Atari UK managing director, Atari is about to aggressively launch its range of TT workstations, along with its existing business PC series, into 1990.

The expenditure of UK Pounds: 750,000 for a full advertising campaign, expounding all of Atari's computer products, begins next month in the UK. Additionally, Atari has disclosed plans to split its UK business and consumer divisions into two separate operations.

Business Division = Atari ST/TT/ATW.  
Consumer Division = Game Machines.

Atari UK's revelation follows the announcement of the prototyped Atari 608030 TT. Displayed were The Atari 608030 TT range of Unix workstations at Dusseldorf on Aug. 25. Gleadow confirmed that Atari plans to have at least three models of its TT series of workstations available in the UK within the next two quarters. The entry level TT, named the PTP by Atari because of its plastic case, comes with 2mb of RAM, 30mb hard disk, color monitor, a half height VME card and the new TOS.

"The PTP will will sell for approx. UK Pounds 1,800 mark = \$2700.00 US

and can be expanded internally to support Unix. The machine will be targeted standalone workstation market," Gleadow reported.

The PTP is another name for the TTD, the desktop version of the TT that a 'some' at Atari said wouldn't run Unix. Actually, the only reason the PTP cannot run Unix is that the TT's Unix requires 4mb of RAM to work....

A step up is the 4mb unit whose selling price has yet to be made public. Essentially this will be the entry-level Unix workstation in the TT series," he said. "The next machine after the PTP which will ship early next year is an 8mb unit which comes in a tower casing, complete with Unix, color monitor and hard disk. It will sell for UK Pounds 3,000," = \$4500.00 US. Atari has enlisted Unisoft and Insignia, two UK software houses that specialize in Unix software. Unisoft ported AT&T Unix to the TT, and Insignia developed Soft PC, a software-based DOS emulator for Unix systems that runs on DEC and Sun workstations....

"We fully anticipate having Soft PC available for the TT series by the first quarter of next year," said Gleadow.

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> ST REPORT CONFIDENTIALâ €  
=====

- Sunnyvale, CA  
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\*\*\*\* GAMEBOY vs LYNX? Maybe.. \*\*\*\*

In a daring attempt to compete with Nintendo's firmly entrenched Gameboy video game, Atari Corporation hopes to launch the Lynx color portable entertainment system in the Japan as early as the end of the year. The retail price for the Lynx in Japan has not been announced yet. Atari is looking to market it through toy shops and large discount shops. Also, Atari hopes to buy software titles for the Lynx from Japanese software houses. What happened to EPYX? The Lynx is a small, cartridge fed game machine with a color liquid crystal screen that shows up to 16 colors from a palette of 4096 colors. Atari ST distributor Naniwa Gakki in Japan has stated; it will not distribute the Lynx because they handle music related electronics products only. ..Interesting

- Sunnyvale, CA  
-----

\*\*\*\* EX FEDERATED EXECS NAIL ATARI \*\*\*\*

According to a ruling by Orange County Superior Court Judge Jack Mandel, Atari must pay almost a half million dollars in back pay to two Federated Executives Atari had fired and held back salaries due them. The favorable ruling directs payment to former Federated President Keith Powell (\$260,000) and former Vice President Merrill Lyons (\$175,000).

- New York City, NY

\*\*\*\*\* SGS THOMPSON BUYS OUT INMOS! \*\*\*\*\*

-----

SGS-Thompson has purchased Inmos, maker of the T800 transputer IC. The September 11 issue of EE Times reported that SGS has cut the price of the Transputer by two-thirds. (\$2 per MIP instead of \$6 per MIP). Since the ATW uses a good deal of these parts, that should help Atari get the product out with a relatively low price. It also uses copious quantities of RAM and those prices have plummeted in the RAM arena. Incidentally, RAM is now about as cheap as it was 2 years ago... the all time low. Now, if they could just get the software done.

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> STR NewsPlusâ €

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#### EPYX ANNOUNCES NEW DIRECTION FOR THE COMPANY

Redwood City, CA., September 15, 1989

Epyx Inc. announced today that the company is in the process of making an orderly transition from a publisher of computer software, who markets and sells it's own software, to a producer who develops software for affiliation and/or licensing with other software publishers.

Epyx just recently released REVENGE OF DEFENDER and continues to develop product for release in 1990; Ishido, the oriental game of strategy introduced at the Summer Consumer Electronics Show, will be released shortly. The company also plans to continue their current product through the end of the year.

"The NEW Epyx will be positioned to take full advantage of the expansive video games industry," said Gilbert K. Freeman, president and chief executive officer of Epyx. "As would be expected, we also intend to develop and license titles for the new Atari Lynx, which was designed and developed here at Epyx."

For further Information contact: Noreen Lovoi, 1-415-368-3200

STReport provides this release for a two fold purpose, first, to allow the users the opportunity to learn the "Epyx" story first hand and second, to dispel any rumors that may have a tendency develop over the large employee layoff at Epyx. These events will have no effect what-so-ever on the contemplated shipping date for the Lynx at the end of October. The

userbase may continue to count on seeing the Lynx in distribution for the holiday season, New York and Los Angeles will be first for Christmas, with more markets opening after the Christmas holidays.  
09/18/89 STR (c)89

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> WAACE ATARI FEST STR NewsPlusâ € Usergroups helping Atari and the users.  
=====

Washington Area Atari Computer Enthusiasts (WAACE)  
Fifth Annual Atarifest  
Scheduled for October 7th and 8th, 1989

The Washington Area Atari Computer Enthusiasts (WAACE) has announced that the fifth annual Washington D.C. area Atarifest will be held at Fairfax High School, 3500 Old Lee Highway, Fairfax, Virginia on Saturday and Sunday, the 7th and 8th of October. Atarifest is a computing exposition featuring the Atari line of personal and home computers, as well as the complete line of entertainment systems. The show features educational seminars covering nearly all areas of computing; demonstrations of various applications of Atari computers, including MIDI music, desktop publishing, and entertainment; and exhibits by software publishers and hardware manufacturers showing the latest developments in the Atari world. In the past, representatives from Atari Corporation have been on hand to answer questions and provide assistance.

This year's theme is "The Atari Alternative," and the goal is to show how Atari computers can be used in business and in the home. It will include demonstrations of both eight-bit (400/800/XL/XE) and ST software and hardware. Whether for creative endeavors, helping with some of the household paperwork, or just to have fun, the organizers of Atarifest '89 intend to show how the "Atari Alternative" can meet and beat other computer systems in its class, and why Atari Corporation's motto is "Power Without the Price."

WAACE is a confederation of Atari user groups in the Maryland, Virginia, and Washington, D.C. area, each dedicated to supporting the Atari community in their respective areas. Atarifest is co-sponsored by the Fairfax County (Virginia) Public Schools' Office of Adult and Community Education, and the emphasis has always been on educating the public about computers and their uses. The 1985 Washington Atarifest was one of the first such shows, which are now held in more than 10 cities across the nation.

Atarifest has grown in popularity, attracting thousands of attendees each year. This year, organizers hope to attract over 5,000 people. The

show is open to all persons who have an interest in computing, and the FREE ADMISSION and hourly door prizes (including an Atari hard disk drive) encourage attendance by those who may not yet own an Atari computer. It is especially designed to have something of interest for everyone, from diehard Atarians to mainframe systems managers to computer neophytes.

Fairfax High School is located at 3500 Old Lee Highway, just off routes 29 and 50 in Fairfax, Virginia. The school can conveniently be reached from the Vienna Metro station (Orange line) by taking the Fairfax Cue bus. Hours of the show are 10:00 a.m. to 5:00 p.m. on Saturday, and 1:00 p.m. to 5:00 p.m. on Sunday. Most user group demonstrations will be conducted on Saturday only. For further information, call John Barnes at (301) 652-0667.

For further information contact:

Gary Purinton (703) 264-8826  
John Barnes (301) 652-0667

Vendors should contact:

Johnna Ogden (703) 450-3992.

\*\* Alive and Thriving \*\*

WAACE AtariFest 89 - Infogram

89/09/16

For those of you who \*may\* have gotten the wrong impression from ST Informer we would like to report that WAACE AtariFest '89 is well on its way to becoming the Atari event of the year on the East Coast.

Here are a few of the Features: (exact names or titles subject to change)

Vendors/Developers/Publications in attendance:

-----

ASDE Inc./ST Plug	Accusoft	Accustar
Alpha Systems	Atari Corp	Best Electronics
Cal Com	Codehead Software	Current Notes
Debonair Software	Diskcovery	Diverse Data Prod
Double Click Soft.	Electronic Clinic	First Stop
Gribnif	GENie	I.C.D.
Johnsware	Joppa Computer	L & Y Electronics
Lantech	Magnetic Images	Michtron
Orion Microsystems	Rock Digital	STReport/CPU Report
ST Informer	ST Log	Seymor Radix
Softrek	Strata Software	Toad Computers
Unicorn Publications	Wintertech	Wizztronics
Xlent Software	Z*Mag/ZNet	

Also, reps from ISD Marketing, FAST Tech, Gadgets by Small, and STReport Online will be on hand helping out in User Group Demo Rooms and/or giving Seminars.

Demonstrations (Saturday Only)

(See printed schedule available at Fest)

Telecommunications	Art and Graphics	Mac Emulation
Desktop Publishing	MIDI	MS-DOS Emulation
Business Applications	Games	
Hardware Add-ons	Programming Languages	

Door Prizes:

Saturday - Grand Prize - Atari ST Computer  
Dozens of others - Announced every few minutes  
Sunday - Grand Prize - Hard Drive from ABCO

Seminars:

Saturday, 7 October	Sunday, 8 October
1100 - Computers and Kids D. A. Brumleve	1300 - To Be Announced
1200 - Ask ST Report Ralph Mariano	1400 - Atari In Science A. Wrotniak - Debonair
1300 - Alternative Desktops Rick Flashman - Gribnif	1500 - Atari Hardware Futures Panel: D. Small, James Allen, David Troy.
1400 - Hard Disk Systems Tom Harker - ICD	1600 - Atari Corp Speaks Sig Hartmann - Atari
1500 - Speeding up the ST Wayne Buckholdt - Softrek	All Day - Musicians and MIDI
1600 - Desktop Publishing Gordon Monnier - Michtron	

Hospitality:

1800 - Hospitality Suites - Fairfax Quality Inn  
1930 - Cocktail Hour - Hunan Lion Rest  
2000 - AtariFest Banquet - Hunan Lion Restaurant

Current Notes Author of the Year  
Atari's World - Sig Hartmann

User Group Leadership Workshop - 0900 Sunday - Bob Brodie  
(UG Representatives by Invitation)  
-----

Vendors should contact Johnna Ogden at 703-450-3991 for information.

Program advertisers:

Please send camera-ready copy in 6 3/4 x 10 format to:  
Steve Rudolph, 11914 Galaxy Lane,  
Bowie, MD, 20715  
Before 22 September.  
Payment of \$60 (check payable to WAACE) must accompany copy.

Banquet ticket requests:

Russell Brown, 13715 Mapledale Ave,  
Dale City, VA, 22193.  
Payment of \$20 per ticket  
(check Payable to WAACE) must accompany order.

Other Information:

John D. Barnes, WAACE Chairman,  
7710 Chatham Rd,  
Chevy Chase, MD 20815.

GENie: J.D.BARNES. Phone: 301-652-0667  
(return calls collect).

Lodging:

Quality Inn of Fairfax - \$49.50 per night.  
Be sure to mention AtariFest when reserving (before 25  
September).

WAACE wishes to express its appreciation for the support we have received  
from the Atari world. This Fest is truly an expression of "Power without  
the Price".

---

> EAUG STReport OnLineâ € Usergroups can and do speak up!  
=====

Conf : Atari Users Groups (FNET/Xnet)  
Msg# : 386 Lines: Extended Read: 15  
Sent : Sep 9, 1989 at 4:35 PM  
To : DOC HOLIDAY AT FLASH 224  
From : HANK VIZE at EastSide BBS - ILL  
Subj : Article

Replies: 387 389 Doc, thought you and some others might be interested in  
the following article that appears in the the Sept issue of the EAUG Log.

"Computer Talk"

by Hank Vize

"Computer Talk" is a St.Louis area radio call-in show which accepts  
calls for two hours on any computer subject for any make computer. WYRT  
1080 AM.

On September 2, 1989, talk show host Ike and Bob, had our local Atari  
dealer as a guest on their talk show. Jeff and Tim Randall of "Randall's  
Home Computers". Jeff is well known in the St.Louis Metro area as being  
one of the most reputable of Atari dealers. He regularly supports Users  
Groups, four in the area, and has always made himself available for any  
project. The show also had "ZMag" editor Harold Brewer. Harold is  
usually up on late breaking news and is a staunch supporter of the Atari  
8-bit line.

This particular Saturday morning show started somewhat slowly but then  
gradually gained momentum. The hosts, without any real knowledge of the  
Atari product line, were genuinely interested in all applications  
available on the computers and especially the ST/Mega line.

Ike asked, "Jeff, tell us about your store and the Atari Product



line". Jeff gave a brief background and store information and then proceeded to tell the hosts and the listeners about the Atari ST/Mega line and the software available. The talk show hosts seemed to be in shock by what they heard. It brought co-host Bob to remark, "Gee does it do the dishes too?". They were in wonder of the standard features of the computer, SCSI support, MIDI ports, etc. And astonished that it could read MS-DOS disks and therefore would allow data to be imported into ST software from IBM sources. They equally surprised that there were versions of "Word Perfect", "Drafix", "DBman", Timeworks "Publisher", etc. available for the ST too. Additionally, they expressed real amazement when they were told that Mac and IBM emulators were available and would soon perform at or faster than the speed of their original machines. In summary, they were impressed with the flexibility and versatility of the ST/Mega computer.

Next came the inevitable question. "Why haven't we heard about this computer before?" Ike asked. OUCH! Why indeed? Dram shortages were blamed, which was quickly refuted as a legitimate excuse by the talk show host. "I can get all the drams I want. And I've been able to do so for some time now." stated Ike. (Ike also is co-owner of a local retail computer store.) European market penetration was then mentioned. Both the hosts were quick to respond that it is a shame the product is only readily available in Europe. The Fall USA push was now brought up by a caller and the host said that he hopes it becomes a reality because the computer shows great promise. Jeff was asked if he had any Mega's in stock and he had to reply "NO". The truth being Randall's last received a Mega shipment over SIX MONTHS, perhaps a YEAR, ago. IF he did receive any they probably would be gone within a week.

The callers generated quite a bit of interest in a short time, this show should be considered a success for Atari. After all, two knowledgeable computer radio talk show hosts, who previously knew nothing about Atari, were genuinely impressed with the Atari ST/Mega line. They did side with what current owners have been saying for some time now. Make the product available and then market it.

Some of those that participated in the call in show were:

Jeff and Tim Randall	Randall's Home computers
Harold Brewer	ZMag editor
Dave Pintar	VP of Eastside Atari User Group
Matthew Ratcliff	MAT*RAT of Analog fame
Terry Shoemaker	Pres of ACE-STL
Hank Vize	Pres of EAUG, Editor of EAUG-Log
and others whose name I didn't catch or weren't revealed.	

Near the close of the two hour show Jeff and Tim were invited to return as guests. Later this Fall in November. The St. Louis Metro Atari community hopes that he will be able to report of Atari's new marketing push, and of his ample supply of ST/Mega product. Maybe this will include also the newly announced Stacey, Portfolio, and TT systems.

I know I am biased towards Atari. Being President of an Atari User Group, I can't help but to bring forth some closing thoughts. We Atari users stand loyally behind the company. What is hard to comprehend is the fact that Atari Corp. seems to be slow to support the loyal USA base. More computers could be sold if they were made available. Some of the bizarre prerequisites to dealers need to be removed. Not all dealers can fund minimum quotas that afford price cuts or meet some of the minimum guidelines that allows them to carry a certain model. During this period

of Atari wanting and needing a broad dealer base, these restrictions should be lifted and all products offered to all dealers with NO minimum order requirements. If a dealer wants even a quantity of one of some model why not make it available? How can a small dealer grow and prosper if he can't get new products, chiefly due to minimum requirements made by Atari? Then, in turn, how can the potential new Atari owner purchase the model of their choice or a present owner upgrade to a new model. CATCH-22!

Not being a dealer I wish to add the above remarks are made from observations of statements made on the information networks and in other User Group newsletters.

The goal should be to remove CATCH-22 and replace it with only "CATCH". CATCH new computer owners. CATCH more dealers. CATCH and endear the present Atari user base. Then we can all watch and see if all the other companies can CATCH up to Atari.

Hank Vize, EAUG Pres.

---

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=====

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80mb #SGN296	709.00	100mb #SG84011D	969.00
130mb #SG1244D	1099.00	145mb #SG3A4210	989.00
170mb #SGT41776	1389.00	260mb #SG1244Q	2169.00
	320mb #SGN7788Q	3295.00	

Listed above are a sampling of the systems available.  
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LARGER units are available - (special order only)

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\*\*\* Available for ST - Amiga - IBM \*\*\*

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> A "Quotable Quote"â ¢  
=====

An executive, whispering to another exec about release dates...

"Who cares what they think!... WE'LL DO IT OUR WAY!"

..Lenbo's Rationale

"ATARI IS BACK?"

-----  
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